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Abstracts

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Government  
Publications

ONTARIO DEPARTMENT OF TOURISM AND INFORMATION, Travel research branch

Honourable J. A. C. Auld, Minister

A. S. Bray, Deputy Minister

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TRAVEL RESEARCH REPORTS ;

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- A B S T R A C T S -

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Parliament Buildings, Toronto, Ontario





ONTARIO DEPARTMENT OF TOURISM AND INFORMATION  
TRAVEL RESEARCH BRANCH REPORTS

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"A Study of Visitors Who Travelled  
by Automobile to Atikokan, Ontario."  
June 13th - October 12th, 1964

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Purpose: To discover the motivation of visitors to travel to Atikokan, to determine Atikokan's popularity, to discover the assets and deficiencies as a tourist plant, and to provide evidence for possible improvements.

Main Findings:

1. Approximately 35,000 visitors from areas outside a radius of fifty miles visited Atikokan. The population was seventy per cent from Ontario, ten per cent from the United States, and nineteen per cent from the Prairie provinces. The visitors proved significant in number and origin.
2. The visitors were mainly adult. Thirty-one per cent stayed less than one day, twelve per cent stayed one night, thirty per cent stayed two to four nights.
3. Primary reasons for visiting Atikokan by all respondents:

Business	34 %
Visiting Friends/Relatives	23 %
Sightseeing	10 %
Just Vacationing	10 %
Other Reasons	11 %

Generally, Atikokan does not attract family vacationers of a permanent nature, but the transient segment of the tourist market.

4. Each visiting party used about two retail stores on the average. Business travellers were heavier users of accommodation, entertainment and restaurant facilities than were other visitors. The majority of visitors demanded only tourist services and supply stores.
5. In a five-point adjectival scale test, an over-all negative rating of the town resulted. Entertainment, roads, and prices were very poorly rated. The congenial attitude of local people as well as natural, industrial and historical attractions received favourable mention.
6. With the new highway to Fort Frances, Atikokan will experience a greater influx of transient visitors. In preparation, the town should improve its services and advertise its role as part of this vacation area.

Author: McDonald Research Limited  
Toronto, Canada.  
For the: Ontario Department of Tourism and Information  
Travel Research Branch.  
Date: 1964.

Note: Restricted, available by arrangement only.





"The Elliot Lake Visitor Study"  
June 15th - September 15th,  
1964

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Purpose:

To determine the intra-seasonal pattern and volume of visitors to Elliot Lake, the attitude towards Elliot Lake's services and attractions, to discover the deficiencies and possible improvements in the tourist plant.

Main Findings:

1. An estimated 28,500 passenger vehicles registered more than fifty miles from Elliot Lake, visited in this period. Eighty per cent were from Ontario, and Ten and One-half per cent from the United States. In recognition of its position twenty-five miles off the main highway, the number and origin is quite significant.
2. Slightly more than half (56.1 per cent) stayed less than one day and 35.7 stayed from one to four days. This is a large incidence of persons leaving after travelling out of their way.
3. Primary reasons for visiting Elliot Lake by all respondents:

Sightseeing/vacationing	58 %
Visiting Friends/Relatives	27 %
Business	12 %

A majority of visitors just "dropped in" to see the town.

4. The use of the town's services were directly related to the length of stay and the benefits of encouraging longer visits are evident. Retail outlets were primarily used by campers and visitors. Business travellers used restaurants, accommodation, and entertainment facilities to a greater degree than others.
5. The major elements of appeal were the Nuclear Museum and the mining and smelting complex. The weakest aspect revealed was the low quality of entertainment. The ghost-like appearance of the town repelled many visitors immediately. The negative aspects outweighed the favourable aspects. Improvements must be made in these two disaster areas as well as others in order to maintain a role in this vacation area.

Author: McDonald Research Limited  
Toronto, Canada.  
For the: Ontario Department of Tourism and Information  
Travel Research Branch.  
Date: 1964.

Note: Restricted, available by arrangement only.





"U.S. Visitor Study (Media Influences  
and Attitudes Toward Travel to Ontario)"

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Purpose: To explore the most efficient placement for print advertising with United States publications and to explore the appeal of Ontario as a vacation destination.

Main Findings:

1. The Ontario vacationers were attracted by the image of unspoiled nature and the opportunity to escape civilization and its pressures. The male vacationer proved adventurous while the female was self-denying and self-controlled.
2. Ontario non-vacationers were security oriented and proved to be poorly informed about Ontario as a vacationland. They pictured Ontario as a big empty space with commonplace cities. To attract this sector, the present peripheral image of quaint towns, of shopping for china or antiques, of exhibitions and festivals and of scenic attractions, must be developed, also, the availability of tourist services must be advertised.
3. The dimension of distance played an important role. Outside of a three hundred mile radius, visitors had practical purposes for travelling to Ontario such as visiting people and business. Within three hundred miles, most respondents travelled to Ontario to vacation. It was concluded that regional editions represent the most efficient media buy for the bulk of Ontario advertising.
4. Media offered confirmation to other influences such as personal knowledge and recommendations from friends. Magazines proved successful in providing information on general areas while newspapers helped in the selection of specific hotels, etc. Recall of advertisements was poor. It was revealed that more specific information on sporting areas, special events and resorts is needed.
5. The motivational survey, based on a quota sample, provided information on readership, purchase and subscription, emotional involvement, and the image of different magazines. The male Ontario vacationers read more magazines and a greater variety than male non-vacationers. The opposite was true for the female population.

Author: Marplan, Division of Communications Affiliates Inc.  
Prepared For: Ontario Department of Tourism and Information.  
Date: August, 1964.

Note: File copies only, available by arrangement.





"Analysis of the Muskoka Region  
Travel Survey"  
September 15 to October 15, 1964

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Purpose:

The purpose of this study was to reveal the impact and the value of tourism in the Muskoka Vacation Area; to find the deficiencies of the tourist plant, and the means of improving it.

Main Findings:

1. Tourists spent approximately \$40 million during the year 1964 in the Muskoka area compared with approximately \$25 million spent there by local residents. Tourism was therefore the prime generator of employment in the Muskoka area during 1964.
2. The Muskoka study showed that 36% of all expenditure was made by tourists using cottage accommodation. These then are a most important segment of the tourist industry. They are also the most permanent and reliable customers of the area, and it is obvious that this type of tourist should be cultivated.
3. Another important feature revealed by the Muskoka study is the ratings of area services by tourists. Service stations, hotel and motel accommodation, quality of restaurant food, as well as the attitude of local people to visitors were happily, all rated very highly, but local prices and entertainment were rate low , and there is some need for improvement in the latter two services.
4. The Muskoka study also brought out that our advertising is not only an effective information-giving device, but also serves as a reminder to tourists of attractions and events taking place in Ontario, and that even though many of these are well known and successful ventures, nevertheless, they should be advertised again and again.

Author:

Peter Klopchic, Ph.D.  
Director Travel Research.

Published By:

Ontario Department of Tourism and Information.

Date:

September, 1965.





"Analysis of the Travel Habits and  
Expenditures of Metropolitan Toronto  
Households, 1964-1965"

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Purpose:

The purpose of this study was to reveal the travel habits and expenditures of Metropolitan Toronto households in order to find out where Torontonians travelled, and why they visited certain areas.

Main Findings:

1. Metro Toronto households spent approximately \$270 million on travel during 1964, and the average number of trips per household was 12.3.

Only 45.4% of this total expenditure was made in Ontario, the rest being done in other Canadian provinces, in the United States, and Overseas.

Torontonians travelled heavily outside of Canada, and intensity of this kind of travel was highest in the winter months.

2. The Ontario tourist plant must improve itself in order to induce a larger proportion of Toronto tourists to travel in Ontario. It is suggested this improvement might consist of:
  - (i) development of tourist towns and provision of more entertainment facilities in their vicinity.
  - (ii) promotion of cottage development in Ontario to harness Ontario families to Ontario.
  - (iii) Ontario waterways such as the Trent and Rideau canals and all of the Great Lakes, should be developed for boating tourists.
  - (iv) promotion of Ontario vacations in Ontario should be stepped-up.

Author: Peter Klopchic, Ph.D.  
Director Travel Research.

Published By: Ontario Department of Tourism and Information.  
Date: March, 1966.





"A Short Economic Evaluation of Tourist Boating on the Trent Canal" (1966)

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Purpose: To show the present use of the canal by pleasure craft, and the economic activity created by this tourist boating.

Main Findings: 1. Number of boats using the canal:

<u>Year</u>	<u>Boats</u>	<u>Per cent</u>
1956	2,700	100.0 %
1965	10,600	392.6 %

After a few improvements, total capacity of the canal will be 40,000 boats per year.

2. Average expenditure per boat in 1965 was \$354, which means that 10,600 boats would have spent \$3.8 million during that year. If maintenance and operating costs of the canal are added to this, a total of \$4.7 million was spent in the area, or (considering the economic multiplier in Ontario to be 2) an economic activity of \$10 million, which generated approximately \$2.5 million in revenue for the three levels of government.
3. When the total capacity of the canal is reached (40,000 boats per year) it is expected that \$20 million per year will be spent by boating tourists and the Federal Department of Transport, creating an economic activity of \$40 million, and generating approximately \$10 million in revenue to the three levels of government.
4. Obviously, it is in the interests of all three levels of government to develop and promote maximum use of the canal.

Author: Peter Klopchic, Ph.D.  
Director Travel Research.

Published By: Ontario Department of Tourism and Information.

Date: March, 1966.





"Canal on the Ottawa River  
- A Short Economic Evaluation" (1966)

Purpose: To find the cost of such a canal, the number of potential users, and the impact of their spending on the economy of adjacent areas.

Main Findings: 1. Cost - from Lake Carillon (Ottawa) to Georgian Bay, \$253.8 million.

2. Number of Boat Users and Their Expenditures

After	1st Alternative		2nd Alternative	
	No. of Boats	Expenditure in Millions	No. of Boats	Expenditure in Millions
1st year	5,000	\$ 2.0	5,000	\$ 2.0
20th year	80,000	\$32.0	-	-
30th year	-	-	79,300	\$31.7

3. Using the economic multiplier of "2", an economic activity of \$64 million would be created after twenty or thirty years.

Recommendation: Only one-quarter of the boating capacity of the Trent Canal and approximately the same of the Rideau Canal is now being used and therefore, it would not be advisable to build a canal for pleasure boating on the Ottawa River until their capacity is reached. However, when this time comes, the project should be taken into serious consideration.

Author: Peter Klopchic, Ph.D.  
Director Travel Research.

Published By: Ontario Department of Tourism and Information.

Date: March, 1966.



"Motel Occupancy in Ontario,  
November 1964 to October 1965" (1966)

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Purpose:

To obtain data on the occupancy of motels in our various vacation areas throughout the year. Special attention was paid to motel occupancy on weekend days compared with week days.

Main Findings:

The study revealed the occupancy of motels in thirty-two vacation areas of the province during the twelve month period examined. It is a helpful guide to present and potential entrepreneurs as it indicated where motel occupancy is low, and where it is high.

Data

Average motel occupancy for  
all year for Ontario

- 60.21 %

Average motel occupancy for

month of August, 1965, for Ontario- 88.95 % (highest)

Average motel occupancy for the  
month of December, 1965 for  
Ontario

- 34.67 % (lowest)

Weekend days occupancy is consistently lower  
than week days occupancy.

Author:

Peter Klopchic, Ph.D.  
Director Travel Research.

Published By:

Ontario Department of Tourism and Information.

Date:

May, 1966.





"Tourist Establishment Occupancy in  
Ontario"  
June to December, 1966

Purpose: To find the occupancy of all types of tourist establishments by month and by tourist region.

Main Findings: Monthly Occupancy of All Types of Ontario Tourist Establishments in Per cent, June to December 1966 by Tourist Regions

Region	June %	July %	Aug. %	Sept. %	Oct. %	Nov. %	Dec. %
Total	50	69	66	43	53	39	39
South West (London)	45	70	68	52	70	50	46
Metropolitan (Toronto)	53	70	66	49	59	43	41
Central (Huntsville)	42	70	64	28	53	35	36
South East (Arnprior)	42	66	65	40	43	31	34
North East (North Bay)	49	70	67	44	44	36	37
North West (Kenora)	68	68	63	46	45	20	32

Author: Peter Klopchic, Ph.D.  
Director Travel Research.  
Published By: Ontario Department of Tourism and Information.  
Date: (1) September, 1966 (continuous).





"Analysis of the Study of the  
Sudbury Tourist Region"

The Opinion of its Visitors,  
The performance of its Tourist Plant  
July 1 - Sept. 1, 1965

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Purpose: The purpose of this study was to reveal the impact and the value of tourism in the Sudbury Vacation Area; to find the deficiencies of the tourist plant, and the means of improving it.

Main Findings: Special emphasis was given in this analysis to the problems of the tourist plant, and it was found that:

1. The incidence of visitors "just passing through" is very high and it is imperative that local authorities and merchants do their utmost to persuade tourists passing through to stay longer in the area.
2. Recreational facilities were rated very low, only 27% of visitors rating them positively. Retail prices were also low, as well as enjoyment of fishing, and it would be advisable that the many possibilities for improvement of recreational activities, fishing, and retail prices, be investigated and implemented.
3. The bulk of patrons of "for hire" facilities in the area are U.S. visitors. Careful attention should be given to their vacation requirements, the type of facilities and entertainment they prefer, and of course advertising should be focused where these visitors originate, principally in Michigan, Ohio, New York, and Pennsylvania.
4. Visitors from Ontario and the United States who own a camp, cabin, cottage or other dwelling in the area have the longest average length of stay, and the highest spending, per party, and cottage developments should be planned and promoted extensively to take advantage of this prime source of tourist dollars.
5. The greatest tourist attraction in Sudbury is the "Big Nickel".

Author: Peter Klopchic, Ph.D.  
Director Travel Research.

Published By: Ontario Department of Tourism and Information.  
Date: September, 1966.



"Travel Pattern and Origin of U.S.  
and Canadian (excluding Ontario )  
Visitors to Ontario - 1965"

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Purpose:

To find out the origin, travel patterns, type of accommodation used and primary reason for coming to Ontario, of "Out-of-Province" visitors to Ontario Government Reception Centres who, we believe are representative of the average visitor to Ontario.

Main Findings:

1. Destination in order of magnitude of "Out-of-Province" visitors is:

Destination No. 1	Niagara-Iroquoia
2	Seaway Valley
3	Kent-Essex
4	Rideau Lakes-1000 Islands
5	Algoma
6	Metropolitan

2. In addition to destinations, the report gives basic marketing data for each of the thirty-two vacation areas in the Province on aspects mentioned above.
3. Data revealed shows tourist promotion agencies in each vacation area where their major tourist-prospects are located and therefore where their advertising and promotion should be directed. It also shows which of their tourist attractions receive the most interest from visitors, and which ones need more development or promotion in order to attract more visitors.

Author: Peter Klopchic, Ph.D.  
Director Travel Research.

Published By: Ontario Department of Tourism and Information.

Date: August, 1966.

Note: File copies only, available by arrangement.





"U.S. Tourist Survey, 1966  
Motivation Study"

(Prepared Jointly by the Departments  
of Civil Service and Tourism and Information.)

Purpose: To find out the basic motivation of tourists to travel in Ontario; what time of year their decision was made to take a vacation, and the enjoyable or disliked aspects of their vacation in Ontario.

Main Findings: 1. Main Activities for U.S. Visitors to Ontario

Touring the Province	57 % of respondents
Relaxing	32 % " "
Fishing	32 % " "
Visiting Historic Sites	31 % " "
Visiting Provincial Parks	30 % " "
(and several smaller percentages)	

Of course, there is duplication of some activities in the above data.

2. Tourists Initially became Interested in Visiting Ontario through:

(a) Friends	47 % of respondents
(b) Magazines	7 % " "
(c) Advertising	6 % " "
(d) Other	26 % " "
(e) Several smaller influences (such as radio, TV, movies, travel bureaus, etc)	14 % " "

3. Month during which Vacation in Ontario was Planned in order of Magnitude

July	22 % of respondents
June	17 % " "
May	10 % " "
April	9 % " "
August	8 % " "
March	4 % " "

Author: Dr. S. D. Saleh,  
Director of Personnel Research  
Ontario Civil Service Commission.  
Write To: Ontario Department of Tourism and Information.  
Date: September, 1966.





"Statistical Handbook (1966)"

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Purpose:

The purpose of this 24 page booklet was to summarize the most frequently used statistical data on our tourist plant and on visitors to Ontario.

It is also intended for use by government officials and private organizations, so that uniform statistics on the province are available for every purpose.

Main Findings:

The Statistical Handbook was not a research project, but simply a summary of all existing valid data. Fields covered were as follows:

1. Tourist expenditures in Ontario.
2. Number of tourists to Ontario and their origin.
3. Number of provincial parks in Ontario and their number of visitors.
4. Detailed statistics of the main aspects of Ontario tourist establishments.
5. Comparison of Ontario promotion expenditures with foreign tourist expenditures in the province.
6. Ontario pleasure boating statistics.
7. Summary of the Muskoka Region Survey and of the Metropolitan Toronto Households Survey.

Author:

Peter Klopchic, Ph.D.  
Director Travel Research.

Published By:

Ontario Department of Tourism and Information.

Date:

October, 1966.



REPORT ON SKIERS, 1966

"An Analysis of a sampling of Skiers  
taken at four Ski Resorts in Ontario"  
December 1965 to April 1966

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Purpose: To obtain information on the size and characteristics of skier market in Ontario.

Main Findings:

1. The survey shows that a large majority of skiers originated in Metropolitan Toronto; that more than two-thirds are male, and less than one-third female. Also, skiers are relatively young, their age on the average being less than thirty years. Almost two-thirds are single, with an average income of \$6,450 for those of single marital status, and \$10,370 for those married.
2. Skiers generally, are satisfied with Ontario ski facilities, but feel that apres ski entertainment could be improved.
3. They travel mainly by car, and spend \$11.6 per day. On the average, they ski 20.4 days in each ski season, and two-thirds of them require over-night accommodation on ski trips.
4. Two-thirds of those now skiing, started to ski in 1959 or later, clearly showing how young this type of recreation is to Ontario.
5. It is estimated that the total number of skiers in Ontario is from 100,000 to 120,000.

Author: Peter Klopchic, Ph.D.  
Director Travel Research.

Published By: Ontario Department of Tourism and Information.

Date: October, 1966.





"A Summary of a Study of Ontario's Marine  
Highways in relation to Recreational  
Boating Requirements"(1966)

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Purpose: To find the present use of marine highways in Ontario, make a critical examination of them, and give recommendations for development.

Main Findings:

1. By 1967 over 2 million boats will be within convenient reach of Ontario waterways, directly by water, or by highways.
2. The potential for development of recreational boating requirements is therefore extensive.
3. The following steps should be taken to attract more tourist-boaters:
  - (i) Construction of more marinas and docking facilities on the Great Lakes, to also serve as harbour-refuges.
  - (ii) Introduce a number of measures presently required to improve navigation on the Great Lakes.
  - (iii) Improve pollution control and enforcement on all Ontario waters.
  - (iv) Ease financing aid for marina operators.
  - (v) Mobilize local communities for development of marina projects.

Author: Dominion Consultant  
Associates, Ottawa.

Published By: Ontario Department of Tourism and Information.

Date: October, 1966.



"Analysis of Expected Travel  
in Ontario  
During Expo 67"

Estimate of Demand (as of October, 1966) for  
rental unit accommodation in Southeastern Ontario  
during Expo 67 (November, 1966)

Purpose: To estimate the demand for rental unit accommodation  
in Southeastern Ontario created by Canadian and  
United States visitors to Expo.

Main Findings: From present data available, it is estimated that  
extra rental units will be required in Southeastern  
Ontario as follows:

Alternatives:-	"A" (1 Night)	"B" (1 Night)	"C" (2 Nights)
June	-	-	1,721
July	2,868	5,171	13,531
August	-	1,217	5,092
September	-	-	974

Recommendations: Because of the extra requirements as indicated  
above, the following recommendations were made:

1. Organization of information services on  
occupancy levels (it seems that the Regional  
Tourist Councils would be the most suitable  
co-ordinating agency.
2. Organization of three rings of private homes:  
Class 1 - 1st emergency  
Class 2 - 2nd emergency  
Class 3 - top emergency
3. It appears that additional campsites will be  
required.
4. From the present trend, it appears that con-  
struction of new rental units would not be  
economically advisable.

Author: Peter Klopchic, Ph.D.  
Director Travel Research  
Published by: Ontario Department of Tourism and Information.  
Date: November, 1966.

Note: Limited edition, available by arrangement only.





"A Short Economic Evaluation of Hunting  
and Fishing in Ontario, 1966"

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Purpose: To determine the approximate value of resident and non-resident spending on hunting and fishing in Ontario.

Main Findings: 1. Total expenditure by Ontario and Non-resident hunters and anglers in Ontario in 1964:

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Expenditures	Hunting	Fishing	Total
<hr/>			
Ontario residents	\$29,769,852	\$105,600,000	\$135,369,852
Non-residents	6,960,694	101,712,219	108,672,913
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	\$36,730,546	\$207,312,219	\$244,042,765

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2. Approximately one-quarter of the total of all foreign expenditures in Ontario is done by hunters and anglers.
3. Fishing is rated as their best attraction by permanent (returners) U.S. visitors to Ontario.

Recommendations: Hunting and fishing are high on the list of Ontario's attractions and should be extensively advertised, not only in the United States, but in Europe and other countries, to attract more hunters and anglers to the province.

Author: Peter Klopchic, Ph.D.  
Director Travel Research.

Published By: Ontario Department of Tourism and Information.

Date: December, 1966.



"The Museum of the Canadian Fur Trade  
at the French River"

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Purpose: Short feasibility study.

Main Findings: Considering the cost of the museum would amount to \$239,000 it seems that the project would be feasible, if at least ten per cent of passenger cars passing the location of the proposed project on Highway 69 stop and visit the museum during the months of June through September, and if these people would pay an admission fee of \$1 for adults (children free).

At least \$60,000 would have to be invested by local residents for initial financing of the project.

Author: Peter Klopchic, Ph.D.  
Director Travel Research.  
Published By: Ontario Department of Tourism and Information.  
Date: January, 1967.

Note: Limited edition, available by arrangement only.





"U.S. Visitors Study 1966"  
(Prepared by McDonald Research)

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Purpose: To find what the differences are between visitors and non-visitors to Ontario originating in U.S.A. and the socio-economic characteristics of visitors and non-visitors.

Main Findings: 1. Visitors to Ontario have a higher level of education than non-visitors, they have a higher than average occupation level, higher incomes and drive more recent model cars. Age of the head of households of visitors is between 35-40 years. They also make more business and pleasure trips per year than do non-visitors.

2. For permanent visitors (returners) Ontario is an excellent vacation place for:

	<u>Percentage of Returners Replying</u>
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Fishing	73.8 %
Camping or Tenting	70.1 %
Historical Sightseeing	65.2 %
Swimming	63.7 %
Shopping	61.0 %
Sightseeing in cities	57.3 %
Hunting	53.6 %

3. 9.1 per cent of returners owned a cottage, cabin or house in Ontario, again proving the theory previously observed that cottagers are the most reliable and permanent customers of all vacation areas in the province.

Author: McDonald Research Ltd.  
Toronto, Canada

Published By: Ontario Department of Tourism and Information.  
Date: October, 1966.

Note: Restricted, available by arrangement only.



"Analysis of U.S. Visitor - Prospects  
to Ontario"

(Resulting from an Experiment in Direct  
Mail Promotion)

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Purpose:

There are three main sources of addresses of U.S. households to which Ontario descriptive literature was sent, as follows:

1. Polk Lists.
2. Visitors to Ontario Government Reception Centers.
3. Ontario Department of Tourism and Information Mailing List.

and the study was prepared to find out which one of these sources generated the most visitors to Ontario.

Main Findings:

1. Our best source of addresses is our own mailing lists, followed by visitors to Ontario Reception Centres. Polk Lists are the weakest generators of visitors. It seems therefore, that our descriptive literature should be addressed mainly to Department Mailing Lists and that our advertising should be organized in such a way to induce potential visitors to write to the Ontario Department of Tourism and Information.

2. Other Data:

Average Income of visitors to Ontario -  
approx. \$11,000 per year.

Average Age of the head of household visiting  
in Ontario - 45 years.

Average Number of "Out of State" trips per  
year (in 1966) for U.S. households questioned  
- 1.6 trips.

Author:

Peter Klopchic, Ph.D.  
Director Travel Research

Published By:

Ontario Department of Tourism and Information.

Date:

March, 1967.





"U.S. Visitor - Gas Station Survey" - 1966

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Purpose:

By a random sampling of U.S. tourists who stopped at gas stations across Ontario, we endeavoured to obtain more data on socio-economic characteristics of U.S. visitors to the province, the degree of their awareness of the Department's advertising and promotion in various U.S. media, and their awareness of the Department's Reception Centres.

Main Findings:

1. Almost three-quarters of these U.S. Visitors own late model cars (less than three years old).
2. The average age of head of the visiting U.S. household was between 40 and 45 years.
3. Approximately one-third of U.S. visitors are:

in professional occupations  
business owners  
business managers

Approximately 20% are skilled workers and the rest are in other occupations.

4. U.S. visitor-respondents stated their main influence in the decision to travel in Ontario was "friends and/or relatives". Their second main influence was advertising and magazines.
5. The majority (75%) of these U.S. visitors were aware of the Ontario Government Reception Centres and 60% had visited these centres at some time.

The above data was compared with data obtained from a number of recent studies on U.S. visitors and in practically all instances, the results were closely alike.

Author:

Peter Klopchic, Ph.D.  
Director, Travel Research.

Published By:

Ontario Department of Tourism and Information.

Date:

March, 1967.



"Tourist Establishment Occupancy  
in Ontario"  
(1) July 1967 compared with July 1966  
(2) August 1967 compared with August 1966

Purpose: To find the occupancy of all types of tourist establishments for the month of July by tourist region.

Main Findings: Monthly Occupancy of All Types of Ontario Tourist Establishments in Per cent, July 1967 by Tourist Regions.

LOCATION AREAS	% RESPONSE	TOTAL	HOTEL		MOTEL	LODGE	COTTAGE	CABIN	CAMPSITE	OTHER
			MOTOR HOTEL LLB	HOTEL (NOT LLB)						
(1) Kent-Essex	82									
(2) Lambton-Sarnia	94									
(3) Central Erie	59									
(4) Mid-Western	85	65	61	49	73	34	69	28	76	45
19) Grey-Bruce	78	59	36	59	67	66	69	74	14	17
(5) Niagara Iroquois	69	70	72	n/a	69	52	85	52	78	66
(6) Metropolitan	64									
(9) Great Pine Ridge	68	75	75	58	70	-	100	55	70	12
(7) Huronia-Lake Simcoe	52									
18) Muskoka	89	62	56	n/a	91	64	67	36	10	62
(8) Kawartha Lakes	63									
17) Haliburton	93	64	73	29	67	49	75	46	93	9
10) Bay of Quinte	81									
11) Hastings Land O' Lakes	71									
12) Rideau Lakes-1000 Islands	65									
13) Seaway Valley	79	67	73	50	74	43	70	65	60	79
14) Lower Ottawa Valley	83									
15) Upper Ottawa Valley	73									
16) Madawaska Valley	79	58	65	89	78	80	66	57	20	79
20) Parry Sound-Georgian Bay	63									
21) Algonquin Park	-									
22) Nipissing	88									
23) Sudbury	58									
24) Manitoulin	71									
25) Algoma	64									
26) Golden Route - 101	89									
27) Timiskaming	67									
28) James Bay Frontier	-	70	67	7	77	76	78	80	25	29
29) Upper Lake Superior	80									
30) Rainy River	58									
31) Lake of the Woods	84									
32) Patricia	89	62	66	67	81	35	78	70	43	40
AVERAGE TOTAL OCCUPANCY - 1967		66	68	54	75	56	74	52	41 <sup>(1)</sup>	56
AVERAGE TOTAL OCCUPANCY - 1966		69	63	-	76	61	76	53	81	59

NOTE: 1967 Sample: 957 Establishments selected in Sample  
699 Correct responses and tabulated  
73% Correct responses in percent of selected sample

1966 Sample: 770 Establishments selected for Sample  
529 Correct responses received  
69% Correct responses, in percent of total sample

(1) NOTE: Sample Returns on Campsites were not satisfactory and the figures shown are not representative.

Author: Peter Klopchic, Ph.D.  
Director Travel Research.  
Published By: Ontario Department of Tourism and Information.  
Date: (1) November, 1967  
(2) January, 1968





"Stratford Visitors Survey"

Purpose:

To discover the greatest possible number of tourists and visitors to the city of Stratford in order to determine Stratford's popularity and to reveal the impact and value of tourism to the area and the means of improving the industry.

Main Findings :

and

Recommendations:

Of 5,000 mailed questionnaires, 2,476 properly completed replies were received. This high incidence indicates the great amount of interest respondents have in the Shakespearian Festival. Trip parties were composed mainly of adults, the average number being 2.9 persons with women represented more frequently than men. They stayed on the average 2.2 nights significantly showing that the theatre goer is the creator of a substantial demand for tourist accommodation. As far as the origin of visitors is concerned, Ontario, Quebec, the states of Michigan, New York, Ohio and Illinois are Stratford's best markets. 80 per cent stated the City of Stratford was first brought to their attention by the Stratford Festival Theatre. 72.8 per cent of respondents gave the Festival Theatre as their main reason for visiting. The second highest was the motif of "pleasure", and the third "vacation". Those in professional occupations represented almost 62 per cent of visitors and among these teachers had the highest frequency of visits (24.7 per cent). The average number of visits per party to the theatre was 5.7 and not many visitors other than theatre-goers visited the city or the area, and obviously, the theatre is the focal point in the Stratford area. Passenger car was by far the most common mode of transportation (91.8 percent) indicating the importance to the Festival and to the City of good roads, adequate directive and informative signs, washroom facilities and parking space for visiting motorists. These are important factors in attracting tourists. The many patrons of the theatre are more or less permanent customers - 76 per cent stated they had visited the city previously. It appears that once a tourist is attracted it is likely he will return again. Thus the supposition that if the theatre maintains its high calibre of performance, the number of visitors will continue to grow.

Tourism has a tremendous amount of leverage on the economics of the community. Though the theatre is the main attraction, only 26 per cent of the total tourist expenditure was on admissions. The remaining 74 per cent was spent on other facilities as a result of the theatre visit. Museums and historic sites attracted 44.7 per cent of the visitors. In addition, many enjoyed other recreation such as picnicking, boating and swimming. These types of attractions are worth preserving and developing as they have a powerful impact on tourism and alongside the powerful tourist attraction, create revenue.

(cont'd.....)



"Stratford Visitors Survey"

The surrounding towns visited by tourists were also beneficiaries of the main tourist attraction, Kitchener ranking highest with 17.88 per cent of respondents stopping, and undoubtedly side trips generated a substantial tourist expenditure in other towns visited. The average expenditure per party was \$116.35 and the total tourist expenditure was approximately \$8 million, or 20.5 per cent of the total expenditure in Stratford—a high proportion in relation to local income. The estimated disposable income of Stratford residents amounted to \$34.6 million in 1966. Total expenditure by residents and tourists totalled \$39.1 million (34.6 + 8). Due to the close correlation between expenditures and employment, we may assume that approximately 20 per cent of employment in Stratford and vicinity is generated directly or indirectly by tourism. The possible benefits derived from the tourist industry should be emphasized to local merchants and all interested organizations in order to obtain their co-operation in carrying out improvements to community facilities, and in promoting the City of Stratford and the Festival Theatre to their appropriate markets.

Author: Peter Klopchic, Ph.D.  
Director Travel Research.  
Published By: Ontario Department of Tourism and Information.  
Date: December, 1967.





"Feasibility Study of Recreational Boating  
on the Grand River"

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Purpose: To show the economic and recreational benefits to the tourist industry to be derived from the construction of a canal on the Grand River.

Main Findings: The future of the Lower Grand Valley depends on the careful planning and management, most particularly with regard to the control of pollution, conservation and measures to regulate and make more even the flow of the river, the development of a communications pattern, and the establishment of inducements to tourists to detour through the area and stay in it longer.

Recommendations: A canal on the Grand River serving this densely populated area which has already shown a dynamic increase in tourist development over the past fifteen years, would undoubtedly create a potential of 5,000 Canadian and U.S. tourist-boaters per year. A canal and lock system would be a recreational facility providing abundantly for the outdoor needs of the area's population. A navigable waterway accompanied by suitable tourist accommodations and facilities could be used for both short-term and long-term vacationers thereby helping to serve the area, and keep tourist dollars in our country. Because of its access to Lake Erie and the American border it may attract more of the American boating and yachting public.

The canal would cost approximately \$10 million, but a few years after construction would create an economic activity of about \$4 million a year in the area. This is sufficient reason for serious consideration of construction of a canal.

Development of parks along the length of the proposed canal is essential to the success of this project. Besides, it is a provision, a beginning of a high standard in tourist accommodations, facilities and attractions to offer the variety and interests now in demand by our tourists.

Conclusion: Because of the vital importance for the improvement of our tourist plant to maintain our tourist income dollars it is the responsibility of the federal government to recognize the need for these facilities.

Author: Peter Klopchic, Ph.D.  
Director Travel Research.

Published By: Ontario Department of Tourism and Information.  
Date: October, 1967.



"Visitors to Ontario Government  
Reception Centers 1965-66"

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Purpose:

Approximately 300,000 parties visit the Ontario Government Reception Centers every year. In order to discover some basic facts about these visitors, every 10th guest was asked to fill out a "red Registration Card" on which the following information was requested:

1. Origin and Destination of Visitor.
2. Type of Accommodation Used.
3. Number of Visits made.
4. The Main Reasons for Visiting Ontario in general and each Vacation Area in particular.

Main Findings:

Data from the "red" Guest Registration Cards, based on 10,888 visiting parties, in 1966, sufficed in giving us a profile of the U.S. tourist who makes use of our Government Reception Centers.

From this information, the type of U.S. visitor may be described as one whose origin is a State bordering on Ontario, particularly Michigan or New York, and who tends to vacation at the same location in Ontario each year, relying heavily on motel and provincial campsites for accommodation. "Touring the province", "quiet relaxation", "scenery and natural beauty", and "fishing" are the main reasons for visiting the province, and average length of stay is 6.3 days.

This statement could not be made with the same reliability with regard to Canadian visitors to Government Reception Centers because the basic data is considerably smaller. However, we hope to study this aspect in 1968, and if results compare favourably with data obtained in 1965 and 1966, we will be in a position to define more realistically, the type of Canadian tourist who visits Ontario Government Reception Centers.

Author: Peter Klopchic, Ph.D.  
Director Travel Research.

Published By: Ontario Department of Tourism and Information.

Date: September, 1967.

Note: Please state whether you are interested in data for all of Ontario, or a particular section. This report was published covering the whole province, and also divided into thirty-two Vacation Areas.



"Western European Travel  
to Canada and Ontario"

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Purpose: To show the economic benefits of increased Western European travel to Ontario, and to analyze these arguments with respect to the further procreation of Ontario as a tourist area in order to obtain the full economic benefits of world-tourism.

Main Findings: Expenditures of overseas tourists to Canada is increasing so rapidly that the ratio of increase has surpassed that of American tourist expenditures. Expenditures of U.S. tourists to Canada rose from \$375.1 million in 1960 to \$730.0 million in 1967, an increased index of 194.6 from the base 100.0. In comparison, the expenditures of overseas tourists to Canada rose from \$45 million in 1960 to \$110 million in 1967, an increased index of 244.4.

Approximately 67.82 per cent of all overseas tourists originate in Western Europe. In all probability, 68.0 per cent of all overseas tourist expenditure in Canada was generated by these tourists, with Ontario alone receiving 55.5 per cent of the total number of overseas tourists to Canada.

410,763 overseas tourists spent \$110 million in Canada in 1966 - an average of about \$268 per visitor. Of this number, 228,033 visited Ontario and spent approximately \$61.1 million, generating an economic activity of approximately \$122.2 million.

Recommendations: More than two-thirds of all overseas tourists to Canada travel via the U.S.A. Thus it would be advisable to promote a joint effort of U.S. and Ontario advertising in Europe.

With the "Great Age of Mobilism" cost of transoceanic flights will be lowered, further facilitating overseas travel to Ontario. With the positive and hopefully lasting effects of Expo '67, we may expect an even greater influx of overseas tourists.

Conclusion: Overseas expenditure in Ontario already represents 13 per cent of the total foreign tourist expenditure and is increasing more rapidly than U.S. expenditure in the province. There are sound indications this will continue into the future. Thus the central aim is to intensify our promotion of Ontario in Western Europe - the main generator of overseas travel to the province.

Author: Peter Klopchic, Ph.D.  
Director Travel Research.

Published By: Ontario Department of Tourism and Information.

Date: August, 1967.





"U.S. Visitor - Gas Station Survey, 1967"

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- Purpose: By a random sampling of U.S. tourists who stopped at gas stations across Ontario, we endeavoured to obtain more data on socio-economic characteristics of U.S. visitors to the province, the degree of their awareness of the Department's advertising and promotion in various U.S. media, and their awareness of the Department's Reception Centres.
- Main Findings: In 1966, 28.9 per cent of all respondents were first-time visitors to Ontario. In 1967, this figure rose to 33.3 per cent. Of these first-time visitors, the majority - 72.3 per cent - were pleased and satisfied with their vacation in Ontario. 83.3 per cent of all respondents originated in the ten U.S. states which form our primary tourist market. Interestingly, 53 per cent of them noticed Ontario advertisements and a surprising 45 per cent were able to correctly cite the name of the publication in which they appeared. The average age of all respondent head-of parties was 41.3, the average income \$10,210. The average age for first-time visitors was 38 years and for repeat-visitors 43 years. Respondents stayed in Ontario an average of 4.9 days and the majority, 47 per cent, used hotels and motels for accommodation. Campsites were utilized by 24 per cent of the respondents while others rented cottages or cabins or stayed with friends or relatives.
- Recommendations: There is a general underestimation of U.S. citizens regarding tourist attractions in Ontario and the high incidence of satisfaction reported might have been lower. Thus, the Department's advertising and promotion branches should stress and make known Ontario's many attractions, modern accommodations, and her scenic beauty which allows for variety in vacationing.
- However, the most striking factor revealed was that almost half of all first-time visitors came to Ontario en route to or from Expo. Of the 20.6 per cent that stated they had visited Ontario en route to Expo, 42.9 per cent were first-time visitors, and 9.5 per cent were repeat visitors.
- Conclusion: It is significant that a single and well-publicized event was able to induce so many first-time visitors. Ontario should learn from this and direct and intensify promotion of such large scale attractions. The Stratford Festival, Niagara Falls, Niagara-on-the-Lake, the Canadian National Exhibition, the Capital City, Ottawa - to potential first-time visitors.
- Author: Peter Klopchic, Ph.D.  
Director Travel Research.
- Published By: Ontario Department of Tourism and Information.
- Date: January, 1968.



"Great Lakes Pleasure Boating Survey"

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Purpose:

To discover the effect of changing water levels on the Great Lakes on pleasure boating, and the reaction and adaptation of boat-owning cottagers in the areas affected.

Main Findings:

The study shows that the majority of cottage-owners on the Great Lakes own pleasure boats, the majority of which are kept at the cottage, and the rest kept at marinas, or at home.

Changes in water levels on the Great Lakes have very little effect on boating on Lake Superior, but does have considerable result on boating activities on Lakes Huron, Erie and Ontario, where changes in level have resulted in navigational hazards; rocks, sand bars, weed growths and altered shorelines. When the lake level was very low (eg. 1964), boaters on Lake Superior did not need to make any adjustments, while on Lakes Huron, Erie and Ontario, extensions were needed on warfs, dredging in channels, and some even found it necessary to locate another site for launching or to completely forgo the use of their boats.

There would be very little or no effect on boating if in "low level areas", the lake level was increased by one foot, or in "high level areas", the level was decreased by one foot.

The study also revealed some socio-economic data on boat owners as follows:

1. Average Age of Boat Owner - 46.43 years.
2. Approximately 90% of boat owners are male and are married.
3. A large majority of boat owners own a cottage.
4. More than 60% of boat owners own a car less than 3 years old.
5. More than 50% of boat owners own a boat less than 16' in length.
6. On the average, less than 5% of boats owned were more than 26' in length.
7. Approximate average value of boats owned was \$2,468.00.

Only boats situated at cottage sites on the four Great Lakes were sampled; those permanently stored at marinas were excluded. If the latter had been considered, the average value, and average size of boats would have been higher.

Author:

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Published By:

Ontario Department of Tourism and Information.

Date: 1967

Note: Restricted, available by arrangement only.















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